

CHALLENGES



Hard to Engage Managers

Don't See Benefits

Afraid of Failure

Lack Skills & Experiences of Design

Hard to Measure

Zero-error Culture

Reluctance to Experimentation

Don't know what's the problem

Where to start?
Where do we need design?

Budget

Time

ROI
(Return of Investment)

KPI
(Key Performance Indicator)

Human Resource

Lack Commitment

How to plan a budget?

How to Implement Outcomes?

Departments Working In Silo

CHALLENGES

Vocabularies

Whom To Involve?

No Strategic
Competence Development

Regulations &
Legislations

R&D vs Daily Task

Hierarchical Culture

(Mis-)Perception
of Design

Mono-professional
Skill Profiles

One-time off

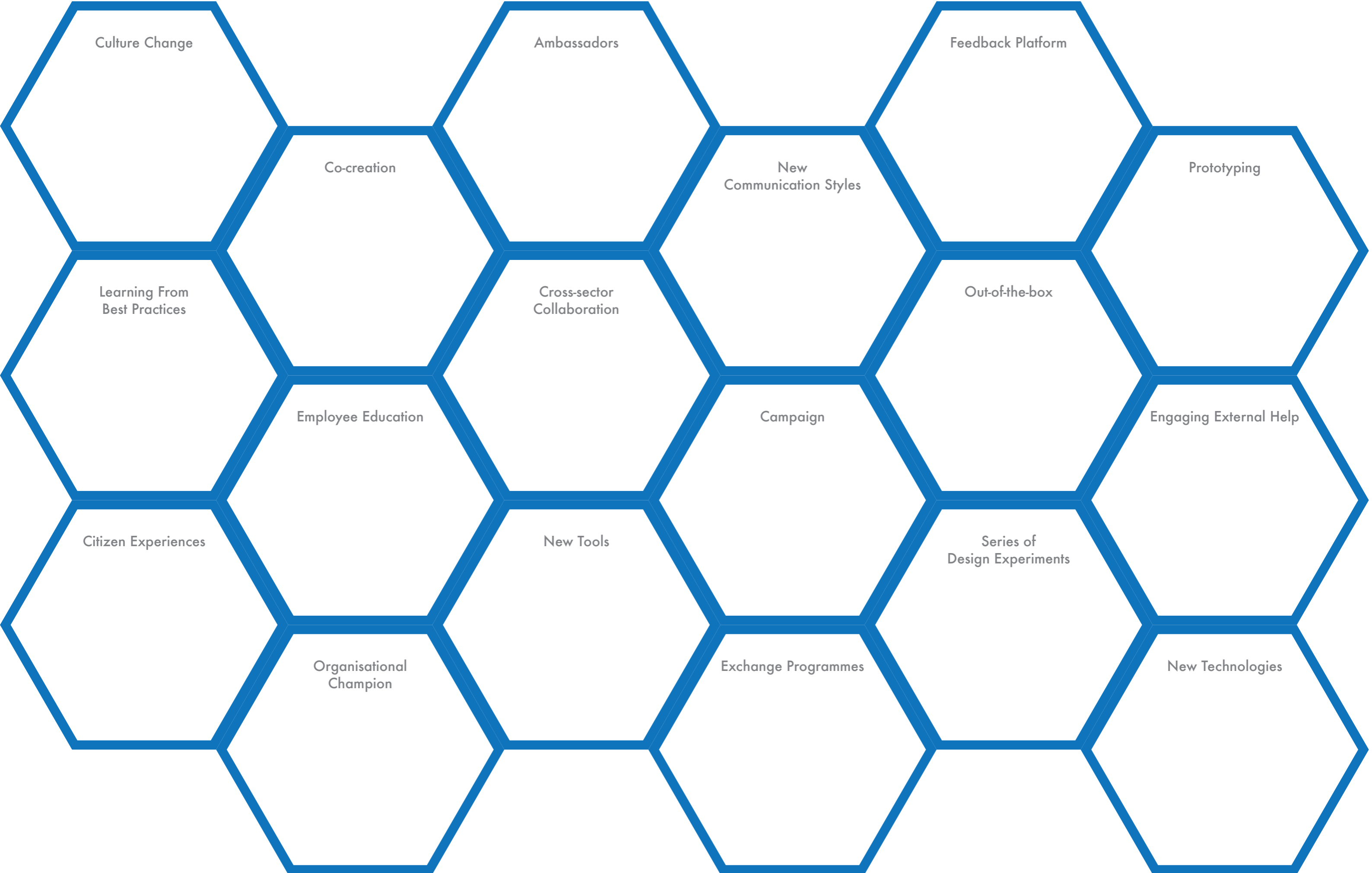
Lack of Incentives

Lack of Feedback

Red Tape



OPPORTUNITIES



Culture Change

Co-creation

Ambassadors

New
Communication Styles

Feedback Platform

Prototyping

Learning From
Best Practices

Cross-sector
Collaboration

Out-of-the-box

Employee Education

Campaign

Engaging External Help

Citizen Experiences

New Tools

Series of
Design Experiments

Organisational
Champion

Exchange Programmes

New Technologies

OPPORTUNITIES

